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*150 Third Street, Suite 129
Baton Rouge, LA 70801-1389
Phone (225) 342-4253
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www.regents.state.la.us*

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Contact: Kim Hunter Reed

Regents approve Enrollment Project for Master Plan Implementation

Baton Rouge – Louisiana's colleges and universities will receive individualized expert assistance in enrollment management strategies and marketing research in support of the state's new *Master Plan for Public Postsecondary Education*. The Board of Regents has approved a contract designed to assist campuses in establishing enrollment plans including recruiting, retention and marketing strategies to ensure successful implementation of the Master Plan.

"We are pleased to announce the awarding of this work to Noel Levitz, a world leader in the business of enrollment management. Because we are serious about ensuring the successful implementation of the Master Plan, we have an obligation to ensure that our campuses have what they need to transform their recruitment, retention and marketing efforts into state-of-the-art practices. The ultimate goal is to ensure increased student access and greater student success – that means more students in our system with far better experiences that lead to higher graduation rates," said Commissioner of Higher Education Joseph Savoie.

Specifically the project will provide:

- * Marketing and recruiting plans for each of Louisiana's 13 statewide and regional universities.
- * A statewide marketing research analysis that reviews attitudes and perceptions of parents, students and high school counselors in Louisiana and neighboring states.
- * A complete assessment of the program offerings as well as enrollment potential for Louisiana's forty-two technical college campuses.
- * Professional development and training for staff at Louisiana's four-year universities, community colleges and technical college campuses.

(more)

ADD ONE

Regents approve enrollment project

Savoie pointed out that this statewide approach will allow for better data collection, improved policy decisions and consistency in managing the statewide project. “In addition, this effort will help all of our institutions achieve these goals while building expertise to sustain our effort,” said Commissioner of Higher Education Joseph Savoie

University of Louisiana System President Sally Clausen praised the potential of this project. “For our campuses, the personalized attention and assistance in building customized, campus-specific plans will be invaluable. Also through this project, the Board of Regents will provide broad research that will help us target the most effective ways to implement the Master Plan. This research component will add value to the recruitment efforts already underway on our campuses.”

Louisiana Community and Technical College System President Walter Bumphus praised the caliber of the consultants, including Dr. Paul Elsner, a former board member of ACT and the American Association of Community Colleges, to conduct the technical college assessment. “Bringing in nationally recognized experts in the technical college area will ensure that we have the best assessment possible. We could not have achieved a review of this magnitude without the Regents’ assistance. Our campuses, our students and our state will clearly benefit from this wise investment.”

After a competitive review, Noel Levitz received the staff recommendation to lead the statewide enrollment project. The Board of Regents provided funding for this project from a state appropriation targeted for Master Plan implementation. The contract which will include work with the thirteen four-year universities, forty-two technical college campuses, as well as conducting statewide marketing research is estimated to cost \$1.29 million.

“If done on an individual campus basis, this work would normally cost about \$200,000 for a single four-year university. By designing this project as a statewide effort, we were able to save a significant amount of money for both the state and our campuses,” said Savoie.

According to the Commissioner, the time to move is now. “With Louisiana projected to have a 12 percent decline in the number of high school graduates in the next decade, the conducting of marketing research and the development of comprehensive enrollment management strategies are vital to our campuses and to the viability of our enterprise.”

Noel Levitz expects to begin this statewide project in the next few weeks. The entire project is scheduled to be completed in five to six months.